



Guidance for Writing the Executive Summary for the EMS Annual Report

Executive Summary – *The executive summary is intended to be a brief statement of your organization’s EMS progress in the past year. Brevity, conciseness, and clarity are important. Recommended length is up to 2 pages. A few select pictures are recommended but optional. If using pictures, include as an attachment instead of within the body of the text. Focus on the content provided and avoid referencing documents other than pictures (as previously mentioned). For example, do not use statements like, “See Attachment O&T1”. Focus on key details only. Remember the remainder of the report has the bulk of your content.*

Overview - *This section consists of a short paragraph that succinctly describes the organization. Keep it to 4 – 7 lines. This may be repeated from year to year and updated as necessary.*

- *Where is the planning area located? Where is the main office? Where are other locations, if any?*
- *What counties does the planning area service? Approx. how many people, businesses, etc. does the planning area service?*
- *What services does the planning area provide? Landfill only? Landfill and recycling center? Education center?*
- *Were any new services added during the past year?*

Objective and Target – *This section should provide brief, concise, and clear descriptions of key highlights of objectives and targets from the previous year. This should focus on the key achievements to describe the progress your organization has made in the past year. State the facts, but think of it as a “highlights reel” or a promotional advertisement. A bulleted format is recommended. Five to seven lines of text may be sufficient to summarize. Use the following questions as a guide:*

- *What was (or is) the objective and target?*
- *Where was (or is) it being implemented?*
- *Why was (or is) it being implemented? Anticipated benefit to the environment / community?*
- *How was it implemented (or how will it be implemented)?*
- *Who was (or is) responsible for implementation?*
- *When was it implemented (or when will it be implemented)?*
- *What were the results (or what are preliminary results)?*



Iowa Solid Waste EMS

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The following is a part of an example executive summary to provide additional guidance for writing the Executive Summary component of the EMS Annual Report.

Example

2014 Executive Summary

Great Iowa Solid Waste Agency

The Great Iowa Solid Waste Agency is located in Great City, Iowa and supports approximately 150,000 people of the surrounding counties. It provides garbage, yard waste, and recycling services to single family residences and multiple dwellings of four units or fewer. The landfill and recycling center also provides drop-off recycling and household hazardous waste collection.

The first objective and target was focused on promoting responsible e-waste recycling and management throughout the entire planning area with a goal to increase e-waste sent to the recycling center by 10% in fiscal year 2014 compared with fiscal year 2013. The plan included developing a baseline and educating people and businesses on ways to recycle more material. The program was successfully completed in June of 2014 resulting in a 12% overall increase of e-waste sent to the recycling center. See the attached picture of e-waste outreach materials (Figure 1).

The second objective and target is currently still active and focuses on...